

PRESS-GAZETTE *Family Fare*

22 Tuesday, Nov. 8, 1960

WBAY-FM to fatten up the enjoyment of FM radio fans. The new station, being tested at present for a Dec. 1 premiere, promises to fill its programming with fine music.

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This month TV offers a range of prime music from the finest jazz to a performance by the New York Philharmonic. The jazz will be

Project 20's Nov. 22 "Those Ragtime Year" will star Hoagy Carmichael on NBC. CBS will present the Philharmonic's West Berlin concert Thanksgiving afternoon.

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Bill Tallman, the deposed district attorney on the Perry Mason show, has turned writer under the pen name of R. Hamer Norris.



FM Program Director —
Russ Widoe, familiar figure in Green Bay music and entertainment circles, will be program director of the new WBAY-FM broadcasting station. Widoe also will provide commentary for nightly symphony productions.

Where Stereo Started

Stereo is derived from the Greek word stereos, which means solid or solid body or three-dimensional in space.

Door Opens to Stereo Radio As FM Returns

WBAY Starts Programming on Thursday; See New Listening Era

The door is being opened to stereo radio broadcasting in Green Bay this week.

Haydn R. Evans, general manager of WBAY, has announced that the station will commence FM broadcasting on a regular schedule Thursday. It also has been reported that another

Green Bay station may also take to the air with FM soon.

Though no specific plans are set at present, the move also would set the stage locally for the newest technique in home entertainment — simultaneous transmission of AM and FM signals, or stereo radio.

TV Stole Show

To many in the Green Bay area, "FM" is not an unfamiliar pair of initials.

It was back in the summer of 1947 that WJPG first went on the air, exclusively as an FM station. But television was just around the corner to capture the imagination of the great American public, as well as that of northeastern Wisconsin, and the great future predicted for "frequency modulation" broadcasting at that time was to be put into moth balls.

During the interim, however, a hard core of died-in-the-wool audio fans became solidly attached to the Wisconsin State Network broadcasts on FM, heard locally via the

relay tower at Chilton. Green Bay area housewives were gradually to become familiar with the constant flow of lectures, informative programs and fine music, made especially attractive by the obvious lack of commercials.

Started in 1957

And, despite television, FM was not to be denied. Throughout the frustrating years, the thread remained intact, so that today FM finally is prepared to take its place among the major communications media.

Stereo broadcasting, through the use of two separate signals, actually is three years old in Green Bay. It dates back to November, 1957, when a local music merchant became the first nationally to use a combination of TV and AM radio to produce a 15-minute program in "stereo" for primarily commercial promotion.

The technique soon popped up all over the nation.

Stereo Source Used

Since television sound is FM sound, the less costly method of using two radio stations, rather than television, came into somewhat general use in areas which had a surviving FM radio outlet. Chicago,

namely WMAQ, was immediately the most prominent in the midwest and has been making stereo broadcasts for years.

In stereo AM-FM broadcasting, a stereo source is used. This is most generally a stereo recording. The only difference is that one track of the recording goes out over the AM transmitter and the other over the FM transmitter.

For more than a year now, AM-FM radios in the stereo radio-phonograph combinations on the market have been equipped to bring in both an AM and an FM station at the same time.

Thus, stereophonic music may become available in the home not only through privately owned pre-recorded disks and tape but also through radio.

Double Channel Is Only Difference in Stereo and 'Hi Fi'

There is no difference between "hi fi" and "stereo."

The difference in sets is determined by whether the phonograph is single channel or double channel. Both are hi fi. The double channel, in addition to being hi fi, also is stereo.

The term hi fi, technically, should be used only to describe the actual quality of the set, determining whether the set really has the capacity to reproduce the full audible sound frequency range.

Legal Notices

LEGAL NOTICE

On August 15, 1961, Norbertine Fathers filed applications with the Federal Communications Commission, Washington, D. C., for renewal of licenses of Stations WBAY-AM, FM and TV, Green Bay, Wisconsin, to operate in the public interest.

Broadcast Station WBAY operates on the frequency 1360 kilocycles, WBAY-FM operates on the frequency 101.1 megacycles, and WBAY-TV operates on VHF channel 2.

The officers and directors of Norbertine Fathers are: Rev. David E. Rondou, President and Director; Rt. Rev. S. M. Killeen, Vice President and Director, and Rev. Isadore M. Gosz, Secretary-Treasurer and Director.

Norbertine Fathers is a religious Institution operated as a non-profit corporation under the laws of the State of Wisconsin, and has no stockholders.

Members of the public who desire to bring to the Commission's attention facts concerning the operation of the Stations, should write to the Federal Communications Commission, Washington 25, D. C. before September 14, 1961. Letters should set forth in detail the specific facts which the writer wishes the Commission to consider in passing on these applications.

8-16, 18, 22, 24.

WBAY Radio Ownership Shifts

The ownership of WBAY-AM and FM Radio was assumed Monday by Midwest Communications, Inc., and the call letters of the stations changed.

WBAY-AM is now WGEE, and WBAY-FM is WIXX 101.